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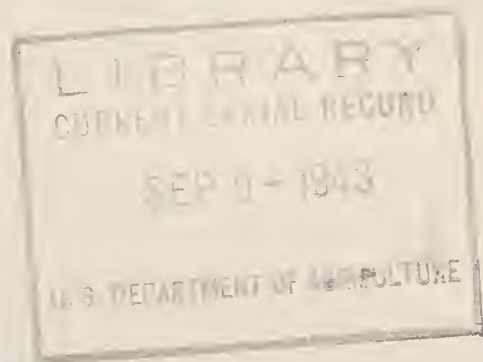
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# MARKETING ACTIVITIES

**July 1943**



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**U.S. DEPARTMENT OF AGRICULTURE**

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## FOOD ALLOCATION--HOW IT WORKS

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You've seen children "divvy up" an apple--so much for Cecil, so much for Outhbert, so much for Oscar. The Food Distribution Administration, on a vastly larger scale, is "divvy up" our total food supply among the civilians, armed forces, and Allies. But FDA dignifies the procedure by calling it "allocation."

## MRS. HEN IS MAD

By George Snell. . . . . Page 9

The little red hen--bless her heart--has taken this war very seriously. Now comes the vague rumor that her efforts, miraculous as they are, will leave us eggless this fall and winter. George Snell hastens to her defense.

## FRIDAY FOOD

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We hardly know what to tell you about the fish situation. We can't say it's good; still, we can't say it's all shot to pieces. But we can tell you--definitely--that if you get a chance to buy a great big swordfish steak, done to a turn, for about 50 cents--it's a good buy.

## A LITTLE THANKSGIVING OVER THERE

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We thought at first we would make some reference to the soldiers eating turkey in Tunisia. Then they landed in Sicily and we had to start all over again. By the time you read this, they may be eating the good old Thanksgiving bird deep in the heart of Germany. Let's hope so.

## GET THE HABIT--EAT THE RABBIT

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Miss Sater, who's with the Fish and Wildlife Service, puts up a good argument for rabbit meat. But we wonder. A chap we know bought a rabbit strictly for eating purposes. Then the children began taking care of it, and now--well, if he ever cooks that rabbit, he'll have a full-fledged revolution on his hands.

--V--

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## FOOD ALLOCATION--HOW IT WORKS

. . . . By Elbert O. Unsted

You've heard people say, when food shortages are mentioned: "The boys in the Army are getting it." Or--"Russia and Great Britain are getting it." You've heard it so often you've half-way begun to believe it yourself--even though, in your own case, you've had enough to eat.

So you've said to yourself: "Of course, our own armed forces must be fed--and fed well; they're our boys. We've got to provide food for the Russians, who did so well at Stalingrad and Sevastopol and hundreds of other hard-to-pronounce places. We've also got to help the British--remember what the RAF did in the Battle of Britain and what the Eighth Army did in Libya, Tunisia, and Sicily? There are other food needs that must be met--the Red Cross, Puerto Rico, and Hawaii. But, gee whiz--civilians must eat too, and how are they going to do a good war production job if the Government sends all the food out of the country?"

As a matter of fact, the Government is not sending all the food out of the country. Take your own case. You have had a little trouble getting beef sometimes, but how many times have you been unable to find meat. And granting, for the sake of argument, that you couldn't find meat of any kind, how much trouble have you had in finding cheese, or eggs, or beans--all proteins? Bananas have been scarce, but how about apples or oranges or grapefruit? Truth of the matter is, compared to the situation in Greece and Poland and Russia, civilians haven't had any "food shortages" here at all.

Complex System

This relatively happy state of affairs is partly owing to a complex but workable system of food allocation--a system of divvying up our total food supply in such a way that food will do a real war job. Food allocation is a responsibility of the Food Distribution Administration--a part of the War Food Administration.

To clarify this whole matter of food allocation, let's suppose that you had the job to do. How would you go about it--with the war effort always uppermost in your mind, remember? Well, you'd probably do about the same as the Food Distribution Administration--hereafter referred to as the FDA.

In the case of civilians, you'd probably say to yourself, "Figures compiled by the National Research Council show that people need so many calories, proteins, fats, vitamins, and minerals to maintain health and efficiency. I'll translate those figures into terms of food and multiply by the number of civilians to be fed. That will give me the minimum food requirements that must be met. Moreover, where there are special needs, such as for infants, invalids, diabetics, and workers in heavy industries, those needs also must be met."

As for the armed forces--our own armed forces--you'd say: "This is a direct war requirement. The men in charge of feeding our soldiers, sailors, marines, and coast guardsmen have had a lot of experience in that line. They know what fighters need in the way of food and they know what stockpiles must be built up for future operations. So far as possible, I'll try to give them what they want."

When it comes to other demands on the food supply--from Russia, Great Britain, the Red Cross, etc., you'd say: "These are direct war needs, too. I'm going just as far as I can in furnishing them with the food they require. But they realize as well as I do that I can't meet all of their requirements--I haven't enough food, and if I did have, the shipping situation is so serious I probably couldn't get it all there anyway. I'll just have to do the very best I can."

There, very briefly--and perhaps too simply--are the basic considerations. Now, how does allocation work--in detail?

#### Executive Authority

Authority for making food allocations comes directly from the President. An order of the President directs the War Food Administration to allocate U. S. food to governmental agencies and for direct and indirect military, other governmental, civilian, and foreign needs.

The War Food Administrator has delegated authority to the Director of FDA (1) to assemble food requests from all "claimant agencies," (2) to adjust them in terms of supplies, and (3) to resolve conflicts where possible. These "claimant agencies," when added together, represent the demand for U. S. food supplies today.

The Army, Navy, and Marine Corps have a spokesman each. The Civilian Food Requirements Branch of FDA makes claims based on U. S. civilian requirements. Claims of American territorial possessions--Alaska, Hawaii, Puerto Rico--arrive through the Department of the Interior. The Lend-Lease Administration acts for the various nations, including Great Britain, the USSR, and the Fighting French, which are eligible to receive food from us under the Lend-Lease Act. The Office of Economic Warfare (formerly the Board of Economic Warfare) represents friendly nations not eligible for Lend-Lease aid. The Office of Foreign Relief and Rehabilitation makes claims for peoples liberated and expected to be liberated. In addition, there are the State Department, the American Red Cross, the War Shipping Board, and the Veterans Administration.

These agencies present claims for both current and future needs in two ways: First, for a series of four 3-month periods, and, second, on an annual basis for 2 years in advance. They also present statements of justification for their claims.

With all the claims in, the Supply Estimate Committees swing into



action--because it is one thing to have an order for food on your desk and another thing to find out whether you can meet that order. These committees, with all the information-collecting means of the U. S. Department of Agriculture at their disposal, are composed of commodity experts from the War Food Administration and the Bureau of Agricultural Economics.

The commodity experts check up on every available source of information for data on supplies available or in prospect. They check on estimates of crop production, they examine import figures, they look into the amount of food in storage, they take into consideration the number of meat animals on ranges or in feed lots, they make allowances for possible extremes of weather. Then FDA makes a trial balance. That is, requirements for each commodity are set down against the estimated supply.

If the supply is substantially larger than requirements, there is, of course, no need for an allocation of that commodity. But if the supply is short, each claimant is asked to re-justify his food claims according to urgency and war importance. Oftentimes the FDA suggests more plentiful foods as substitutes, but sometimes the only solution is to pare the request or cut it out entirely.

#### Review Balance Sheets

The next step is to review the trial balance sheets, and adjustments, with the Inter-Agency Commodity Committees. These committees, one for each commodity group, are composed of commodity specialists from the various claimant agencies. Each of them is a specialist, not only in a commodity, note, but also in the need of his particular agency for that commodity. Acting as consultants, the members exchange further information about the claimants' relative needs. At this point the claimants usually agree. If not, objecting claimants may send their claims and supporting statements to the Director of FDA, who now in all cases should receive tentative allocations.

He reviews the tentative allocations with the Inter-Agency Food Allocations Committee, of which he is chairman. This committee is composed of representatives of all claimants, and also of the War Production Board, the Office of Price Administration, and the Bureau of the Budget. The tentative allocations are now well on their way.

The Combined Food Board, representing the United Kingdom and the United States, now takes a hand. Set up by the President and Mr. Churchill, this board considers the food resources of the United Nations as a common pool and recommends the way in which this pool should be used to further the war effort.

When U. S. food allocations are a part of an international allocation that the Combined Food Board is considering, the director of the FDA, after advice from his Inter-Agency Food Allocations Committee, instructs the U. S. representatives on the International Commodity Committees of the Combined Food Board as to the American position. In

making recommendations to the War Food Administrator, the Director of FDA takes into account the recommendations of both the International Commodity Committee and his own Inter-Agency Food Allocations Committee.

Just before the allocations are made, the War Food Administrator consults the Food Advisory Committee. With the Secretary of Agriculture as chairman, this committee is composed of representatives of the War Food Administration; the Departments of Agriculture, State, War, and Navy; the Lend-Lease Administration; the Office of Economic Warfare; and the War Production Board. These committeemen examine each proposed allocation and ask the question: "Is this good U. S. policy?" Their function, based on a broad grasp of the aims of the agencies they represent, is advisory.

### Evaporated Milk

Recently the Food Advisory Committee passed judgment on the way total allocable supplies of evaporated milk had been "whacked up." Out of 3,002,400,000 pounds, the claimant for civilians--the FDA--estimated that about 43 percent or 1,305,000,000 pounds would be required for consumption by U. S. civilians. In making this request, the FDA backed up its claim by showing how much evaporated milk would be required for infants and how much by adults to maintain good health. The armed forces presented claims for 35 percent of the total or 1,056,000,000 pounds and produced figures showing the number of men under arms and the need for building up stockpiles. Finally other claimants--including the Lend-Lease Administration, the Office of Economic Warfare, and the Office of Foreign Relief and Rehabilitation--requested 21 percent or 616,400,000 pounds and explained why it was needed. About 1 percent or 25,000,000 pounds was left for a contingency reserve. The evaporated milk allocation went through a-sailing.

After this full consideration, the War Food Administrator makes the allocations. Allocations are made for 12 months in advance, but since they are determined from estimated production and supplies, they are made "firm" only quarter by quarter. All firm allocations must be met. Every 3 months the supply is re-estimated, and allocations are squared with expected food income.

Allocating food is a continual process of dividing the food on hand and in prospect among the several wartime claimants for it. Allocations are subject to change as military, supply, and other conditions require. That is one big reason why the wartime food situation will never be stable and completely predictable.

But allocation--despite its seemingly interminable committees--is working. Food is doing a complete wartime job.

As for civilians, they have fared very well. Considering the period 1934-39 as 100, per capita food consumption in 1943 is estimated



at 104. This compares with 108 in 1942; 111 in 1941; and 105 in 1940. It isn't a feast compared with recent years; but neither is it a famine.

Here is the way some of the individual food allocations shape up during the period from July 1, 1943 to July 1, 1944: Meat: About 63 out of every 100 pounds--which allows a continuation of the civilian meat ration at about the present level. Eggs: 7 out of every 10 produced. Canned vegetables, including soups: 70 out of every 100 cans. Canned fruits and juices: 53 out of every 100 cans. Dry edible beans: 50 out of every 100 bags. Dry edible peas: 39 out of every 100 bags. Butter: 8 out of every 10 pounds. Cheese: 5-1/2 out of every 10 pounds. Evaporated milk: 43 out of every 100 cans.

And that, civilians, is not bad.

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#### FARM EMPLOYMENT DROPS TO NEW LOW RECORD ON JULY 1

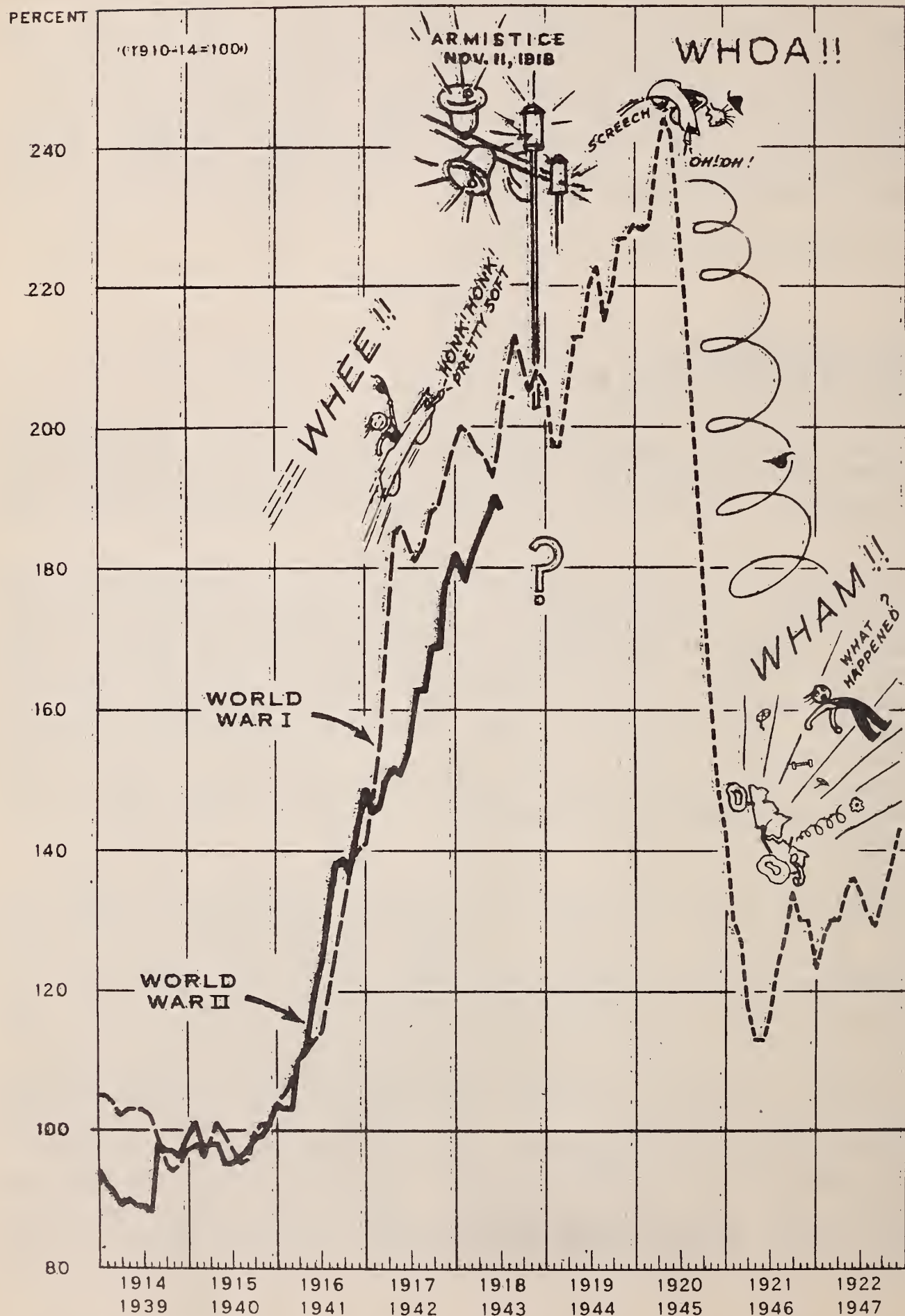
The 11,749,000 persons employed on farms July 1 represented a record low in farm employment, the U. S. Department of Agriculture reported recently. On July 1, 1942, employment totaled 12,009,000 persons.

In reporting on the farm labor situation, the Department said that an estimate of the number of people working on farms does not adequately reflect the difficulty confronting farmers because it does not show the change in the composition of the farm labor force that has taken place during the past year or two. Instead of able-bodied experienced men, farm operators in many instances now are able to employ only school children, women, older men, and townspeople. Hence, though the actual number of persons doing farm work may not be much smaller than usual, the capacity of the workers to accomplish the job is definitely less.

Reflecting the index of supply of farm workers at 57 percent of the 1935-39 base and the index of demand for farm help at 125--both records--wage rates reached a new high. Wages per month, without board, averaged \$76.00, compared with \$56.85 in July 1942. Wages per day, without board, averaged \$3.34 compared with \$2.45 in July 1942.

The War Food Administration has reported that although nearly half a million placements of U. S. Crop Corps workers on farms between April 29 and June 30 helped to fill the need for farm labor during that period, recruitment and placement will of necessity be intensified to meet the demand for workers that will come during the peak harvest season, when many more will be needed. Recruiting results during the April 29-June 30 period, though satisfactory, were not achieved without struggle.

# PRICES RECEIVED BY FARMERS WORLD WARS I AND II



This chart was first published in January 1942. It is brought up to date now to show, once more, that what goes up eventually must come down.



## MRS. HEN IS MAD

. . . . By George Snell

No doubt about it--Mrs. Hen is one of our most industrious war workers. The word "strike" is anathema to her, and "absenteeism" is something she wants no part of. But she has taken time out from her egg laying job to get downright mad. It seems somebody has started a base rumor that we are in for an egg shortage.

Mrs. Hen wonders where anybody ever got such a notion. She points to estimates which indicate that she and her sisters will have produced at least 60 billion eggs--5 billion dozen--by the time January 1 rolls around. Never before in history has production been at such a high level. Certainly it doesn't sound like a shortage.

Storage Situation

But there are skeptics nevertheless. They look ahead to the fall and winter months--the off-season in egg production--when we normally draw from supplies placed in storage during the months of heavy production. Most of the eggs in storage on August 1 this year--a record 6,480,000,000 eggs in shell or frozen form--are earmarked for egg drying plants and military needs. Only a fourth, say 1,500,000,000 eggs, will be available for civilian consumption.

But Mrs. Hen is ready for that one. She and her sisters already have produced 41.8 billion eggs this year. That means only 18.2 billion more will have to be produced to reach the 60 billion total--or an average of about 3,600,000,000 monthly during August, September, October, November, and December.

Out of that monthly total, 760,000,000 eggs will be required for direct war needs--mainly shell eggs for the armed forces. That leaves 3,140,000,000 eggs per month or about 25 eggs per month for every man, woman, and child in the country. It means we'll come within 5 to 8 eggs of consumption during the months when production was heaviest.

The demand undoubtedly will exceed the supply at ceiling prices in coming months, even though supplies may be larger than a year earlier. In some markets, consumers may not be able to obtain eggs at all times. But, and speaking conservatively, the supply situation for the country as a whole, is better than it ever was.

Yes, Mrs. Hen is taking care of civilians all right. This year 13,600,000,000 eggs will go for military and Lend-Lease needs. Another 4,800,000,000 will be accounted for by hatcheries, maintenance of farm flocks, small exports and carry-over. That will leave 44,300,000,000 eggs out of the estimated total of 60 billion that will be produced, plus 2,700,000,000 in storage on January 1, 1943. It means

347 eggs for every one of us, and that is more than we ever had before in a single year. It compares with 320 in 1942, 314 in 1941, and 319 in 1940.

But don't feel guilty, civilians; direct war needs will be met. Take dried egg powder. Through July production of dried egg powder amounted to about 150 million pounds. That leaves somewhat over 100 million pounds yet to be produced to meet Lend-Lease and military requirements--with 5 months in which to do it. But keep in mind those eggs in storage. Requirements for drying will be met almost entirely out of eggs now in storage.

### Dark Side

Now, let's glance at the dark side.

First, Mrs. Hen and her gal friends are going to have to work like the dickens to produce 3,600,000,000 eggs a month during the remainder of the year. Farm flocks will require feed and lots of it, and eggs will have to be handled expertly to avoid waste. Those are responsibilities of producers and dealers.

Then, also, there may be the black market, which, unless every decent citizen does his part, will bring about a shortage of eggs for most of us.

Black markets exist for only one reason--because selfish or frightened consumers patronize them. No market--white or black--can exist without customers. Black markets flourish when a commodity is scarce. Worse still, they tend to create a shortage, because they shift commodities away from legitimate trade channels and upset normal distribution. That means that the man who buys black market eggs, for example, can, and usually does, take more than his share.

If a black market develops this fall, it will be the fault of unscrupulous consumers as much as the fault of the black marketeers themselves. It is something that can happen in any neighborhood, city, or State--if consumers let it happen.

Unscrupulous buying is the shortest route to the creation of a black market. It's usually done by the consumer who fears a shortage. He has heard, through an unidentified spokesman, that there is to be a shortage of eggs. He tells his neighbor - maybe. If he does, both rush to the store and buy two dozen eggs for every dozen they would normally buy. The fear spreads from neighbor to neighbor. Some get twice as many eggs as they can use currently - others get none.

Once the honest dealer is out of eggs, black market operators step in and do all they can to keep him out of them. Black market dealers can't compete with the legitimate dealers if the latter are well supplied.

The moral is simply this: There is every reason to believe that



there will be enough eggs to go around this fall and winter if consumers make up their minds to buy no more than they need and to limit their purchases on the very reasonable basis of a little less than an egg a day for each member of the family.

Mrs. Hen won't short change us on eggs this fall and winter. We'll do it ourselves if it is done.

--V--

#### WFA LIMITS COLD STORAGE SPACE TO PERISHABLE FOODS

To assure adequate cold storage space for food that will spoil unless kept at low temperatures, the War Food Administration has announced a list of foods that can no longer be stored in refrigerated warehouses.

Beer, wine, liquor; canned fruits and vegetables (except citrus concentrates); sterile canned meat; dried whole milk in certain types of containers; canned condensed milk and dried skim and evaporated milk; canned processed cheese; and flour and cereal products must be moved out of refrigerated space after the expiration of the current storage month applicable to each item or lot of commodities in storage. Cold storage operators are prohibited from accepting these products for storage after August 2. Ample dry warehousing space is available to take care of these commodities.

War Food Administration officials stated that the action represents a joint effort of Government and the industry to do everything possible to see that no foods which have been produced will spoil through improper care. Representatives of the cold storage industry and the various agencies of Government which have any interest in storage space have concurred in the necessity for taking this action.

Cold storage space, normally tight in the period from mid-July through mid-September, is even more short this year because of (1) the increased production and storage of eggs, (2) the storage of a considerable quantity of the early crop of Irish potatoes in order to minimize the loss of this crop, (3) the increase in the slaughter of livestock and the effort to build up reasonable stocks of meat supplies, (4) the forthcoming apple harvest, and (5) the large stocks of butter which the Government is accumulating now to provide for winter war needs. Advance reservations for space have helped to create an artificial shortage.

This action of the War Food Administration--contained in Food Distribution Order No. 70 and Director Food Distribution Order 70.1, effective August 3--applies to all public cold storage warehouses, cold storage houses operated by meat packing plants, and cold storage houses usually known as apple houses, but not to refrigerated storage space in wholesale and retail stores.

#### EXCHANGE RATE SET UP ON SPENDING TOBACCO.

In the February 1943 issue of Marketing Activities, Elbert O. Umsted described the "spending tobacco" used by U. S. forces in dealing with the natives. The following news account sheds a little more light on transactions with that unique form of currency:

Allied Headquarters in Australia, July 4--Exchange rates quoted to Yanks occupying Trobriand and Woodlark Islands, in terms of vile-smelling sticks of twist tobacco used by natives as currency:

- 20 oranges, 1 stick
- 50 lbs. sweetpotatoes, 1 stick
- 40 lbs. bananas, 1 stick
- 40 lbs. pawpaws, 1 stick
- Bush pigs, each, 3 sticks
- Grass skirts, each, 2 to 3 sticks
- Turtles, 2 sticks
- Canoes, each, 1 to 4 sticks
- Walking sticks, each, 3 to 6 sticks
- Crocodiles, 1 to 2 sticks

Lists were distributed to each soldier so that he could protect himself against being overcharged.

--V--

#### MILK BOTTLE SLOGANS AID IN WAR EFFORT

Milk bottles have a new war job. In many cities their sides now display brightly colored designs and slogans that persistently remind housewives to conserve food and use it fully.

"Plan All Meals for Victory" is one of the WFA-approved slogans. Others: "Conserve What You Buy" and "Food Fights Too, Use It Wisely."

About 70 dairies, located mostly in large cities in the eastern half of the United States--are now using the specially designed bottles. WFA officials have expressed thanks for this effective space, which formerly advertised the contributors' own products.

--V--

Storage stocks of butter have increased rapidly since June 1 under the 50-percent set-aside order. On July 1 stocks were 41 million pounds above a year earlier and 75 million pounds above those on June 1. The into-storage movement during June was the largest of record for that month.



## FRIDAY FOOD

. . . . By Corbin Dorsey

Take one part of inflated meat prices. Add a pinch--make it a handful--of meat rationing. Stir in the thousands of young fishermen who have joined the armed forces. Toss in wartime requisition of fishing vessels, sundry shortages in engine parts and fishing equipment, and the hourly menace of torpedoes and shells.

Result: Today's situation in fish.

To see how it may touch you and me in the current drama of food, let's view it in terms first of demand and then supply.

But first, what is the fishing industry?

Before the war, this industry employed some 130,000 fishermen, to say nothing of the manpower in canneries, other fish-product plants, and distribution channels. It operated 5,000 large vessels and 70,000 smaller craft. Its annual products were valued at about 235 million dollars. And it caught annually up to 4 and 5 billion pounds of fish and shellfish. Of this gross-weight poundage about 1.4 billion was canned, about 1.3 billion sold in fresh, frozen, or cured form, and the rest went as vitamin-bearing oils, animal food, fertilizers, and to industrial use.

Set-Aside Fish.

For over a year now--since the Government began setting aside large amounts of canned fish for military and Lend-Lease purposes--more and more housewives have turned to fresh fish. Early this year meat scarcity and new rationing programs heightened the demand for fish. At Boston, Chicago, and Seattle stocks of frozen fish stumbled downward. U. S. cold-storage holdings, in the year ending June 1, 1943, sagged from 63 to 34 million pounds.

The result was that prices for most varieties shot to the highest levels on record--double last year's. Early this year cents-per-pound ceiling prices were placed on canned fish, and later on frozen fish, at canner-processor level, with percentage mark-ups for wholesalers and retailers.

On fresh fish, the first price ceilings have recently been announced. Effective July 13, these ceilings cover 48 species on a specific cents-per-pound basis, in sales by producers and wholesalers, with regulations for retail sales soon to follow.

Fresh and frozen fish are one of our few remaining important unrationed food groups. Canned fish is rationed because our armies overseas and those of our Allies need lots of it, but now, as in normal

times, by far the most of the total fish catch goes in fresh or frozen form to our domestic markets. Remember, though, that our armed forces stationed in the U. S. eat lots of fresh and frozen fish.

Some point-rationed canned fish from the 1943 pack will soon reach wholesale and retail channels, although in much less than normal volume because of continued heavy Government needs. Last year a part of prospective civilian allocation was held back for several months pending overseas developments. This year, with civilian allocations determined more definitely in advance, supplies will move into trade channels as they are packed. Most varieties of canned fish reach peak production in July, August, September, or October.

It's too early yet to tell much about fresh fish supplies for the country as a whole. Reported landings at Boston, Gloucester, and Portland during the first 4 months of the year total 80 million pounds--primarily fresh fish. This was 23 percent lower than in the corresponding period of 1942. Receipts of wholesale fish dealers at Seattle for the first 4 months of this year were the largest in several years. Receipts by New York dealers to June 1 amounted to 95.4 million pounds, compared to 93.6 million pounds in the corresponding 5 months of 1942, and at Chicago to 31.8 million pounds compared to 27.2 million pounds. Oyster and shrimp receipts at Gulf ports to June 1 approximated the levels of recent years.

Best estimates of the total 1943 supply of all fish types--fresh, frozen, cured, and canned--is that it has dropped to the lowest point since 1934. Also--until recently, at any rate--wartime demands have apparently cut deeper into the civilian supply of fresh fish than of meat. Diversion of canned fish from civilian channels, however, accounts for much of the reduction so far. The total consumption of fresh fish and shellfish (dressed weight) will probably be about 4.5 pounds per capita, compared with 5.6 pounds in 1942 and 7.1 pounds in 1941.

#### Substantial Fresh-Fish Supplies

In 1943, chances for maintaining near-normal production are better for fresh than for frozen fish. The total amount of fish frozen in May this year was less than half of expectations based on other years. One reason for the decrease is probably that smaller quantities of fish were available for freezing, but a stronger reason is that ceilings existed on frozen but not fresh fish. It's doubtful whether, in the months just ahead, frozen fish supplies will be anywhere near normal; but production of fresh fish--augmented by the substantial catches of part-time, non-commercial fishermen--will in most areas probably be well maintained.

This year Government set-aside orders have been reduced to 55 percent on such important canning fish as salmon and sardines, compared to 60 percent on salmon last year and 80 percent on sardines. Civilians consequently will this year get a larger part of the canned fish pack. Because of the smaller carry-over of canned fish into 1943, however,



actual civilian supplies for the year will be considerably smaller--perhaps three fourths of last year's and slightly more than half that of pre-war years. The civilian supply for 1943 is estimated at about 2.5 pounds per capita, compared to 3.2 pounds in 1942 and 3.7 pounds in 1941.

The indicated civilian supply of the largest variety of canned fish--Alaska and West Coast salmon--is about 130 million pounds for the calendar year 1943, compared to about 290 million pounds in normal times. Civilians will get more canned sardines, the next largest item, from the pack of this year than last; the sardine supply may reach nearly two-thirds of the pre-war level. The civilian supply of canned mackerel will be half or less of normal.

There's good news for civilians about canned tuna and tunalike fishes: The Government's 60 percent reservation order on them has just been removed, and the bulk of the pack should go into customary trade channels.

Among shellfish, expect less canned shrimp, it was placed under a 60 percent reservation order earlier this year. Since virtually the entire West Coast production of oysters was sold fresh this year, the U. S. supply of canned oysters will be much below the usual level. However, there is no reservation order on canned oysters. There's none on canned crabmeat or clams, either, and there should be almost as much of both available as usual.

That's the fish situation, as far as the eye can see. It isn't too bright, and like most things nowadays it's pretty confused by the clamoring presence of wartime elements. But it's still a far cry from being, as the saying goes, a fine kettle of fish.

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#### DOMESTIC WHEAT SUPPLY SMALLER THAN LAST YEAR

The domestic wheat supply for the 1943-44 year is now indicated at about 1,391 million bushels compared with 1,613 million bushels in 1942-43. The July 1 condition of the wheat crop indicates a probable out-turn of 791 million bushels. The carry-over on July 1, 1943, available data on utilization and supply of old wheat indicate, was about 600 million bushels.

World wheat production, excluding the USSR and China, may be 10 to 15 percent below the 4.24 billion bushels estimated for 1942, reflecting a large reduction in North America offset only in small part by better prospects in Europe and India. Wheat stocks on July 1, 1943 in Canada, the United States, Argentina, and Australia are expected to be about 1.7 billion bushels. Normally this is large enough to take care of total world trade for 3 years.

#### 4-H CLUB URGES USE OF "COWBOY FOOD"

New foods are making their appearance all the time. Now another one, "cowboy food"--a combination of peanut butter and carrots has been brought to the attention of Marketing Activities by the local 4-H Club of Wister, Okla.

Glenn Young, president of the club, tells how mixing an equal quantity of carrots and peanut butter makes a very appetizing food and a good substitute for meat. The carrots, he states, take away the stickiness of the peanut butter. The peanut butter, in turn, disguises the strong flavor of the carrots. The carrots may be ground and mixed with the peanut butter (and eaten immediately) or the peanut butter may be spread on slices of carrot. Either way it is still "cowboy food."

Young relates that two people made a 6-month's trial of "cowboy food," using it as a complete substitute for meat. At the end of the test period, one had gained 10 pounds; the other maintained normal weight. The test was carried on under the observation of a physician.

Anyway, it won't do any harm to try it.

--V--

#### ADDITIONAL STORAGE PROVIDED FOR LATE IRISH POTATO CROP

At the request of the War Food Administration, the allocation of materials for the construction of storage facilities sufficient to take care of 15 million bushels of Irish potatoes has been approved by the War Production Board. A record crop of 435 million bushels of potatoes is in prospect this year, according to the July report of the Crop Reporting Board.

While it is anticipated that this program will be most useful in such heavy late potato producing States as North Dakota, Minnesota, Maine, and Idaho, it will be applicable in a number of other areas.

The storage program applies to both farm and commercial storage facilities. Construction must, however, conform to specifications that have been established regarding the use of critical materials. State and County USDA War Boards will handle this program locally, and specifications as to the type of construction and the materials to use have been sent to the boards. These specifications were worked out with the advice of State college agricultural engineers from potato producing sections.

Special arrangements have been made to handle applications. As in the past, farmers should apply to their County War Boards.



## A LITTLE THANKSGIVING OVER THERE

. . . . By Sophia Podolsky

This year turkey and all that goes with it will be more than just a dream to Johnny Doughboy. We're sending him a turkey dinner--wherever he may be. Of course it won't be the same as sitting down to the table with Mom and Pop, but--well, it will be sort of like Thanksgiving.

To provide all the boys in the armed forces with a turkey dinner this year--on Christmas and New Year's Day as well as Thanksgiving--the War Food Administration is asking the American turkey industry to set aside 10 million pounds in August and September.

Between September 1 and 15, it is hoped to have 2 million pounds of turkey at ports of embarkation for distant fighting zones. Between September 15 and 30, another 2 million pounds will be ready for shipment to the nearer bases of Hawaii, the Canal Zone, and the Caribbean. The remaining 6 million will be ready as soon thereafter as possible.

The request of the War Food Administration for 10 million pounds of turkey also carries an appeal to processors, packers, hotel restaurant operators, and consumers to forego selling, serving, or eating turkey for a few weeks during the early season or until the requirements of the armed forces are met.

Civilians at Second Table

Later in the fall--and well before Thanksgiving Day--civilians can begin to eat what is likely to amount to an all-time record supply of turkeys.

The 10 million pounds needed now is only about 2 percent of the prospective total production this year. Not a big sacrifice for us to make to give the boys overseas a taste of home for their holiday dinners.

Producers have been asked to sort off their heavier birds now and force-feed them, so the fattened turkeys may be marketed in late August and early September. That will get them to their fighting front destination in plenty of time.

Although weather and feed conditions have not been as favorable for turkey raisers as in 1942--and producers may not reach their high 1943 production goal--the present outlook is that they may market about 32,500,000 birds, the same as last year's record marketings. That will mean about 500,000,000 pounds of turkey meat.

All poultry, including turkey, has been in heavier-than-normal civilian demand this year, particularly because of the scarcity of beef and other "red" meats. Increased "out-of-season" turkey consumption is already indicated by the frequency of roast turkey on hotel and

restaurant menus. Further development of this tendency right now could greatly increase early-season consumption of turkeys by civilians.

Let's don't let that happen, civilians. Let's lay off the turkey until later and give Johnny Doughboy a break.

--V--

#### RECORD CHICKEN CROP IN PROSPECT FOR 1943

The number of young chickens raised on farms in 1943 is estimated at 925,652,000 birds--the all-time peak--16 percent larger than the previous high of last year and 36 percent above the 10-year (1932-41) average production.

The unusually large increase in chickens raised this year following the record production last year was caused very largely by the favorable relationship between chicken and egg prices and feed prices. This favorable relationship resulted from the bumper feed crops of the last 2 years with relatively low prices for feed on the one hand and a strong wartime demand for both chickens and eggs on the other.

--V--

#### FDA MOVES TO ASSURE ARMED FORCES 3.2 BEER

A new regulation--Food Distribution Order No. 66--requires brewers to use 15 percent of their allocated malt grain for producing beer of an alcoholic content of 3.2 percent or less. Furthermore, all 3.2 percent beer in the hands of brewers--up to 15 percent of total plant capacity--may not be sold without authorization from the Director of Food Distribution. It is anticipated that such authorizations will be granted in instances of Government purchase primarily for the armed forces, which use beer in post exchanges, canteens, etc.

Under the new order, which became effective July 28, the existing malt conservation requirements continue in effect. Brewers consuming more than 70,000 bushels of malted grain a year will be limited as heretofore to 93 percent of their usage during the base period. Breweries consuming less than 70,000 bushels are permitted to use 100 percent of their former usage. The base period is the corresponding quarter of the 12 months ending March 1, 1943.

A new provision of the malt conservation order, as now included in FDO No. 66, exempts from malt restrictions any brewer who uses less than 2,000 bushels in a 3-month period. The purpose of this provision is to prevent undue hardship on very small units of the brewing industry that consume relatively little malted grain, and serve local isolated communities primarily.



## GET THE HABIT--EAT THE RABBIT

. . . . By Edna N. Sater

Peter Rabbit has landed right in the middle of the meat production picture this year. In thousands of backyard hutches the country over, this big city cousin of the rural cottontail is helping to fill the war-swollen demand for more and still more animal protein. Easy to breed and raise--and providing a luscious entree for the dinner table--the domestic rabbit has been a pleasant surprise to many American households. And you can bet your bottom dollar that those people who get the rabbit eating habit during wartime will carry it over into peacetime.

If you are even remotely considering a little rabbit venture of your own--and you ought to be--you undoubtedly have some questions in your mind. For instance, what does domestic rabbit meat taste like? How much of an investment in hutches or other equipment is required? How much does it cost to feed the rabbits? How long does it take them to reach the frying pan stage? What about this dread rabbit disease called tularemia? Will the city ordinances allow you to keep rabbits in your backyard? Where can you obtain breeding stock?

Good Meat

First, the taste. You may have eaten the meat of the ordinary little cottontail at one time or another. There is no comparison between it and the meat of the domestic rabbit--it is, in fact, an entirely different article of food. The highly nutritious flesh is all white, like the breast of chicken, and it's always in season.

You can make rabbit hutches cheaply of scrap lumber, crates, and used poultry wire. In planning a hutch, bear in mind that it should be easy to clean and should give rabbits the best possible protection against heat and cold extremes. Portable hutches, though heavy, are good because they can be set in the open shade or against wind-breaking walls, as the season may be. Standard hutch dimensions are 4 by 2-1/2 feet, by 2 feet high.

The rabbit makes very efficient use of his food. From birth until he is ready to eat, he requires only 4-1/2 pounds of feed to produce each pound of live weight. In this respect he is one of the most efficient farm animals we have. For a like increase the sheep requires almost twice that amount of feed, and the steer requires three to four times as much.

Weighing 3-3/4 to 4-1/4 pounds at 2 months, fryer rabbits dress 50 to 75 percent of their live weight. And about three fourths of the dressed rabbit is edible. As for the size of the rabbitry required for the average-size family, 3 or 4 does and a buck will supply plenty of good meat within 90 days after the does are mated, and in these days such a tip is not to be overlooked.

Doe rabbits bear young 3 to 4 times yearly, in litters of 3 to 8. They begin to breed about the sixth month, and are useful as breeders for about 3 years. Don't get the idea that these older, heavier rabbits are inedible. They are mighty fine in a roast or a fricassee.

As for tularèmia, the dread disease which wild rabbits sometimes transmit to man, hutch-raised rabbits simply don't get it. You may put it down for a fact that no case of tularemia has ever been recognized in commercial rabbitries.

You'll want to look into the matter of city ordinances. Many cities and towns throughout the West are removing restrictions on backyard raising of chickens and rabbits in order to give impetus to meat production at home, wherever practicable. But you want to make sure before you get too far along with a rabbit venture. The constable might evict your rabbit family before it gets nicely settled in its new home.

Practically all breeds of domestic rabbits will do for producing meat. Best suited in size and shape are the medium weight and larger breeds--New Zealand, American, Beveren, French Silver, Chinchilla, and Flemish Giant.

Where can you buy breeding stock? You'd better deal directly with breeders who are willing to give references and stand behind the quality of their stock. National, State, and local rabbit breeder organizations can supply you with breeders' names and addresses.

#### Foundation Stock

For foundation stock, you may begin either with young rabbits just weaned or with mature animals. If you select young rabbits, you can get to know your stock and their habits by the time they are ready to produce. If you buy mature stock, on the other hand, you will save time.

Now let's examine the drawbacks of a venture in rabbits. The truth is, there aren't many. Rabbit diseases probably won't give you much trouble. You'll have to buy your original stock and a part of the daily bill of fare, of course, and you'll spend part of an afternoon knocking together a hutch or two. And someone--you or the children at your place--will have to look after the daily feeding and watering and cleaning. But all this isn't really much of a chore.

If you are really interested in rabbit raising, Wildlife Leaflet 218 is a must; it will keep even the greenest neophyte from going wrong. A copy may be obtained without charge by writing to the Director, Fish and Wildlife Service, Merchandise Mart, Chicago, Ill., or the U. S. Rabbit Experiment Station, Fontana, Calif.

One indication that the rabbit habit is spreading is the fact that the Fish and Wildlife Service has answered more than 50,000 inquiries since the first of the year. Literature on rabbit raising has



been mailed to interested persons in every State of the union, Alaska, Canada, Newfoundland, New Brunswick, Mexico, Panama, Virgin Islands, Canal Zone, Puerto Rico, Hawaii, Bermuda, Trinidad, Barbados, Cuba, Nicaragua, Peru, England, Scotland, Brazil, New Zealand, and Egypt. Wartime shortages are putting the domestic rabbit into the thick of the battle everywhere.

As one fellow writes: "My Saanen milch goat has solved the milk problem, eight New Hampshire hens furnish me with eggs, and I am expecting rabbits to keep me in meat."

The rabbits won't let him down.

--V--

FARM PRODUCT PRICES LOWER;  
PARITY INCREASES CONTINUE

Downturns in prices received by farmers for meat animals, potatoes, and apples lowered the index of farm prices 2 points to 188 percent of the August 1909-July 1914 index--the highest July index since 1920. Prices paid by farmers, including interest and taxes, continued the steady advance which began last August, raising the parity index to 165 percent of the 1910-14 average and to the highest point in nearly 14 years.

Increases in rural living and farm production costs have not kept pace with upturns in farm product prices. Since the outbreak of the present war in the late summer of 1939, prices received by farmers have almost doubled while prices paid have advanced only about a third. As a result, farm product prices averaged about 114 percent of parity in mid-July, compared with only 72 percent in August 1939.

--V--

There is a widespread impression that soldiers will be released in groups to harvest crops and do general agricultural work. No groups of soldiers have been used for ordinary farm work and it is not expected that permission will be given for the release of soldiers in groups to do general agricultural work. Under War Department regulations, individual soldiers may apply to their commanding officer for passes to engage in farm work of an emergency nature. After the commanding officer decides that there is an emergency, such passes will be approved, provided that such action will not interfere seriously with training or the customary employment of local civilians in farm work.

According to H. M. Dixon, in charge of the Extension Farm Labor program for the War Food Administration, the use of groups of soldiers as farm labor so far has been confined to rehabilitation work in the Midwest areas that were flooded this spring. Dixon has asked State Extension Directors to explain the War Department's position.

## TOBACCO GROWERS VOTE FOR MARKETING QUOTAS

Producers of flue-cured tobacco have voted to keep marketing quotas in effect during the 3 marketing years, 1944-46, unofficial returns released by the War Food Administration indicate. The referendum was held July 24 in the producing areas of Alabama, Florida, Georgia, South Carolina, North Carolina, and Virginia.

Preliminary but incomplete returns show that 114,342 producers, or 88 percent of those voting in the six States, favored quotas for the 3-year period; 3,909 or 3 percent, voted for 1-year quotas; while 11,640 or 9 percent, opposed quotas. In 1940, when growers voted on quotas for the 3 years 1941-43, official returns showed that 86.1 percent favored quotas for a 3-year period.

To be put into effect, quotas must be approved by two-thirds of the growers voting in the referendum.

--V--

## FDA TO CURTAIL PORK PURCHASES

On the recommendation of the War Meat Board, the Food Distribution Administration announced July 28 that its inventoried position is such that it intends to curtail purchases of most pork items, including lard, during the next few weeks, when slaughter of hogs is expected to be in seasonally small volume.

Substantial quantities of frozen meat of all kinds, frozen and cured Wiltshire sides, and hog casings are needed, however, and will be purchased at ceiling prices. Offers of other items, including cured and canned meat, will be considered and the limited quantities required will be purchased on a competitive basis.

These policies will be subject to change from time to time, dependent upon the supply situation.

--V--

The War Food Administration has placed an assessment of one cent per hundredweight on all interstate shipments and purchases made by canners of West Coast Bartlett and Beurre Hardy pears. The assessment will be used to pay the expenses of the pear advisory committees and program managers who will work with the Food Distribution Administration in carrying out the provisions of the order regulating the shipment of Bartlett and Beurre Hardy pears. Merritt A. Clevenger has been named order administrator and Donald R. Rush, Harry M. Cleaver, and Harold A. Brock have been named deputy administrators.



-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from the Food Distribution Administration, War Food Administration, Washington 25, D. C.

Seed and the War Food Program--Address by R. F. Hendrickson, June 29, 1943

Food Facts and Figures--Address by R. F. Hendrickson, July 15, 1943

Food Distribution in Wartime--Address by R. C. Sherwood, June 2, 1943

Help Reduce America's Waste Line--A Food Conservation Job for Local Clubs

Manual of Industrial Nutrition

Comparative Manufacturing Performance and Fiber Properties of Certain Long-Staple Cottons. July 1943

Cotton Futures Statistics, August 1941-July 1942

Corn Futures Statistics, January 1940-September 1942

Livestock, Meats, and Wool Market Statistics and Related Data, 1942

Carlot Shipments of Fruits and Vegetables for 1942

Complete Compilation of Food Distribution Orders (Issued Monthly with bi-weekly supplements)

Comparison of Allocations and Supplies of Specified Commodities During the 1943-44 Fiscal Year

Standards:

U.S. Standards for Bunched Italian Sprouting Broccoli (Effective July 12)

U.S. Standards for Citrus Fruits (Effective July 12)

Amendment to the U.S. Standards for Milled Rice (Effective June 1)

Tentative U.S. Standards for Grades of Frozen Cauliflower (Effective June 15)

Tentative U.S. Standards for Grades of Canned Pineapple (Effective May 31)

U.S. Standards for Individual Shell Eggs

